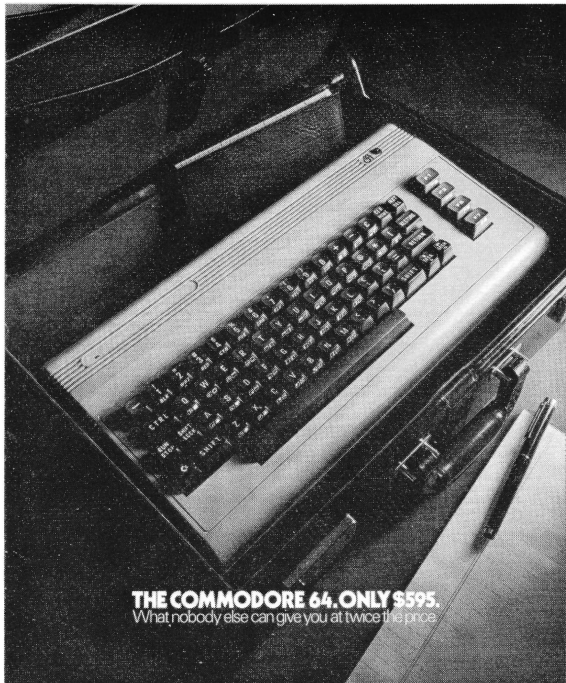


FALL, 1982

COMMODORE 64 • PRINT ADVERTISING

COMMODORE 64 • PRINT



THE COMMODORE 64. ONLY \$595.
What nobody else can give you at twice the price.

"THE COMMODORE 64 COULD BE THE MICROCOMPUTER INDUSTRY'S OUTSTANDING NEW PRODUCT INTRODUCTION SINCE THE BIRTH OF THIS INDUSTRY."

—SHEARSON/AMERICAN EXPRESS

The Commodore 64, to judge from the above comment, is generating as much excitement among the people who invest in companies as it is among the people who run them.

The reason for this is that, for the first time, high-level computer power is limited only by the inclination to have it, rather than the means.

HALF THE COST—TWICE THE PRODUCTIVITY.

This simple equation reflects the Commodore 64's most basic—and outstanding—qualifications. Its standard memory is 64K, which is unusual enough in a micro at any price.

At \$595, it is astonishing.

Compared, for example, with the Apple II+*, the Commodore 64 offers 33% more power at considerably less than 50% of the price.

Compared with anything else, it's even more impressive.

And it can effectively double your computer-equipped work force.

PILE ON THE PERIPHERALS.

Because the basic cost of the Commodore 64 is so low, you can afford more peripherals for it. Like disk drives, printers and a telephone modem.

For about the price of an Apple II+* computer alone, you could equip your company with a Commodore 64, disk drive, printer and modem.

HARD FACTS ABOUT SOFTWARE.

The Commodore 64 will run virtually any program important to business and industry.

Commodore software will include an electronic spreadsheet, business graphics (including printouts), a user-definable diary/calendar, word processing, mailing lists, and more.

Even programs that can teach operators how to program.

It's programmable in BASIC.

With the added CP/M* option, your company will have access to hundreds of existing software packages.

In short, its applications are virtually limitless.

THE FUN SIDE OF POWER.

The Commodore 64 can become very playful at a moment's notice.

You can use it with Commodore's game cartridges or invent your own diversions.

All will be enhanced by brilliant video quality and high resolution graphics (320 x 200 pixels, 16 available colors, 3D Sprite graphics), plus a music synthesizer.

NOW'S YOUR CHANCE.

If you've been waiting for the "computer revolution," consider it as having arrived.

Through its 25 years of existence, Commodore has been committed to delivering better products at lower prices.

Today, the company's vertical integration has resulted in the Commodore 64's price performance breakthrough heralded by Shearson/American Express.

So if you run a company, you couldn't make a more cost-efficient capital investment.

For more information, contact your local Commodore dealer, or send in this coupon.

CP/M is a registered trademark of Digital Research, Inc.

Commodore Business Machines/Personal Systems Division
P.O. Box 500 Conshohocken, Pennsylvania 19380

Please send me more information on the Commodore 64:

Name _____

Company _____

Address _____

City _____ State _____

Zip _____ Phone _____

commodore
COMPUTER



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They're speaking to a group as interested as anyone else in the future of computers: the people who buy stock in the companies that make computers.

If, on the other hand, you're a person whose livelihood depends on a personal computer—or whose leisure time revolves around one—what follows should impress you even more than it impresses investors.

MIGHT MAKES RIGHT.

The value of a computer is determined by what it can do. What it can do is largely determined by its memory.

The Commodore 64's basic RAM is 64K. This amount of power is unusual enough in a micro at any price.

At \$595, it is astonishing.

Compared with the Apple II+*, for instance, the Commodore 64* offers 33% more power at considerably less than 50% of the cost.

Compared with anything else, it's even more impressive.

PILE ON THE PERIPHERALS.

Because the basic cost of the 64 is so low, you can afford to buy more peripherals for it. Like disk drives, printers, and a telephone modem that's priced at around \$100.

This means you can own the 64, disk drive, printer and modem for a little more than an Apple II+* computer alone.

HARD FACTS ABOUT SOFTWARE.

The Commodore 64 will have a broad range of custom software packages including an electronic spreadsheet, business graphics (including printouts), a user-definable diary/calendar, word processing, mailing lists, and more.

With BASIC as its primary language, it is also PET, BASIC, compatible.

The Commodore 64 will also be programmable in USCD PASCAL, PILOT and LOGO.

And, with the added CP/M* option, you

will have access to hundreds of existing software packages.

THE FUN SIDE OF POWER.

The Commodore 64 can become very playful at a moment's notice.

You can use Commodore's plug-in game cartridges or invent your own diversions. All will be enhanced by brilliant video quality (320 x 200 pixels, 16 available colors, 3D Sprite graphics), plus outstanding sound.

The 64's built-in music synthesizer has a programmable ADSP (attack, decay, sustain, release) envelope, 3 voices (each with a 9-octave range) and 4 waveforms. All of which you can hear through your audio system and see in full color as you compose or play back.

NOW'S YOUR CHANCE.

If you've been waiting for the "computer revolution," consider it as having arrived.

Through its 25 years of existence, Commodore has been committed to delivering better products at lower prices.

Today, the company's vertical integration has resulted in the Commodore 64's price performance breakthrough heralded by Shearson/American Express.

Visit a Commodore Computer dealer and discover the 64 soon.

It will expand your mind without deflating your wallet.

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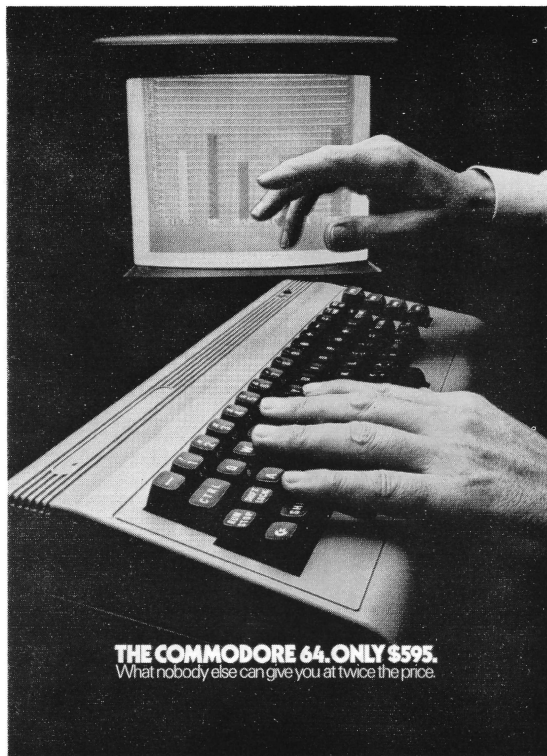
CORPORATE

Business Week
Time
Newsweek
Fortune
New York Times, "Office Today" Supplement
Forbes

HOBBYIST AND CORPORATE COMPUTER SPECIALISTS

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Personal Computing
Compute!
Interface Age
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ADVERTISING FALL 1982



THE COMMODORE 64. ONLY \$595.
What nobody else can give you at twice the price.

YOU DON'T NEED A PERSONAL COMPUTER TO FIGURE OUT WHICH PERSONAL COMPUTER TO BUY.

FEATURES	COMMODORE 64	APPLE II+	IBM PC	TANDY TRS-80 II	ATARI 800
Base Price*	\$595	\$1500	\$1565	\$999	\$599
Advanced Personal Computer Features					
Built-in User Memory	64K	48K	16K	16K	16K
Programmable	YES	YES	YES	YES	YES
Real Typewriter Keyboard	YES (86 keys)	YES (82 keys)	YES (85 keys)	YES (85 keys)	YES (81 keys)
Graphics Characters (from Keyboard)	YES	NO	NO	NO	YES
Upper and Lower Case Letters	YES	User Only	YES	YES	YES
Maximum 5 1/4" Disk Capacity Per Drive	170K/1000K	143K	160K	178K	89K
Audio Features					
Sound Generator	YES	YES	YES	NO	YES
Music Synthesizer	YES	NO	NO	NO	NO
Hifi Output	YES	NO	NO	NO	YES
Video Features					
TV Output	YES	EXTRA	EXTRA	NO	YES
Input/Output Features					
"Smart" Peripherals	YES	NO	NO	NO	YES
Software Features					
CP/M* Option (Over 1,000 Packages)	YES	YES	YES	YES	NO

In fact, you don't even need a calculator, pencil or a piece of paper.

It clearly spells out the big advantage of the Commodore 64 personal computer: That advantage is its performance for the money.

FOR THE POWER-HUNGRY, 5000 PPS THOUGHT
Note that the Commodore 64's standard memory is 64K. Which is significantly greater than that of the competition.

Also note that the Commodore 64's suggested retail price is \$595. Which is significantly less than that of the competition.

MAKING THE EXTRAS AFFORDABLE
Because the basic cost of the Commodore 64 is so low, we can afford to buy more peripherals for it. Like disk drives, printers, and a telephone modem that's priced at around \$100.

That means you can own the Commodore 64, disk drive and modem for a little more than an Apple II+ computer alone.

And what the modem hooks up your new system to the telephone you already have, the world of telecomputing is at your fingertips.

A RESOLUTION IN RESOLUTION
The 64's 320 x 200 pixel resolution is something you should see in person. Combined with 16 available colors, 3D Sprite graphics and chart/graph capability, it makes the 64's video performance a revelation.

Which means that using Commodore's plug-in game cartridges—or those of your own invention—you get visual action you may have thought existed only in video game arcades.

MUSIC TO YOUR EARS
Inside the Commodore 64 is one of the most sophisticated music synthesizers ever built into a computer, "micro" or otherwise.

It has 3 voices, each with a 9 octave range, 4 waveforms and a programmable ADSR (attack, decay, sustain, release) generator.

While you're composing or listening, the music can even appear as notes on the screen. And when hooked up to your home stereo, your ear buds you never thought possible from a computer.

AN INSATIABLE APPETITE FOR SOFTWARE
The 64 will have a broad range of custom software packages, including an electronic spreadsheet, business graphics (including credit), a self-referable diary, calendar, word processing, mailing lists, and more.

With BASIC as its primary language, it is also PET BASIC compatible. The Commodore 64 will also be programmable in UCSD Pascal, PILOT and LOGO.

And, with the added CP/M* option, you will have access to hundreds of exciting software packages.

A SIMPLE SOLUTION
Until today, small differences between computers made the decision on which computer to buy a big problem. For 20 years, Commodore has been committed to delivering better products at lower prices.

Today, the company's vertical integration has resulted in the Commodore 64's price/performance breakthrough. All this adds up to making the decision on which computer to buy easy. The Commodore 64.

Commodore Business Machines/Personal Systems Division
P.O. Box 500, Cranston, Pennsylvania 19029

Please send me more information on the Commodore 64.

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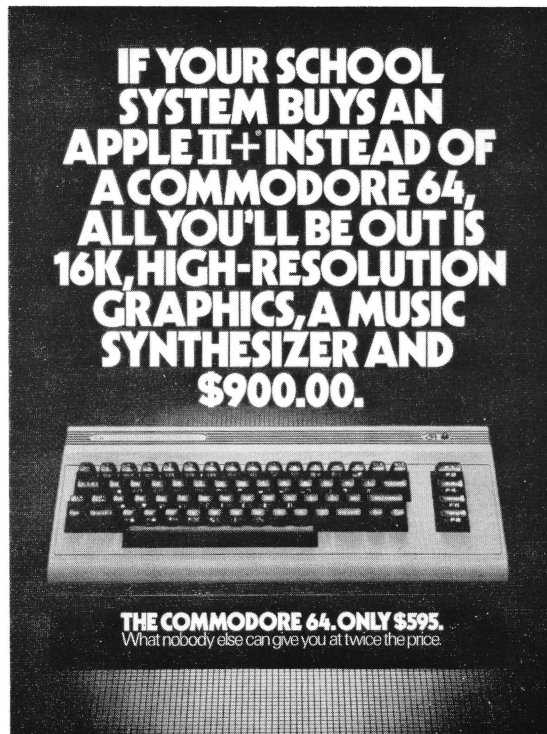
Commodore COMPUTER

GENERAL BUSINESS, PROFESSIONALS AND TECHNICAL MARKETS

Inc.
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Scientific American
High Technology
Science Digest
Technology Illustrated
Journal of Accountancy
Frequent Flyer
Amtrak Express
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Eastern Review
Pan Am Clipper
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Ozark
Republic Scene
Texas Flyer
United
US Air Magazine
Western's World
American Way
Delta Sky
Frontier
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Passages

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Chronicle of Higher
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T.H.E. Journal
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Classroom Computer
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Electronic Learning
Physics Teacher
Today's Education
School Administrator



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Graphics Characters (from Keyboard)	YES	NO	NO	NO	YES
Upper and Lower Case Letters	YES	User Only	YES	YES	YES
Maximum 5 1/4" Disk Capacity Per Drive	170K/1000K	143K	160K	178K	89K
Audio Features					
Sound Generator	YES	YES	YES	NO	YES
Music Synthesizer	YES	NO	NO	NO	NO
Hifi Output	YES	NO	NO	NO	YES
Video Features					
TV Output	YES	EXTRA	EXTRA	NO	YES
Input/Output Features					
"Smart" Peripherals	YES	NO	NO	NO	YES
Software Features					
CP/M* Option (Over 1,000 Packages)	YES	YES	YES	YES	NO

*Manufacturer's Suggested Retail Price July 1, 1982. Disk drives and printers are not included in price. The 64's price may change without notice.

Multiply what the Commodore 64* gives you (and saves you) by the number of computers you're planning to buy for your school system. The numbers you wind up with will be impressive, to say the least.

Because with 64K of memory and a suggested retail price of \$595, the Commodore 64 is less than half the price of competitive units that can't measure up to its power.

Which, of course, means you can get twice as many students behind Commodore 64s for the same amount of money.

A fact that should please students, faculties, school boards and, especially, taxpayers.

TAP IT INTO YOUR PRESENT SYSTEM.
For years, Commodore has been a major force in educational computing.

To take advantage of this dominance, the Commodore 64 is PET* compatible. Which means that with the optional PET Emulator, you can use most of the PET programs you may already have.

So you not only save money on software, you save the time it takes to build it up.

Naturally, because the basic price of the Commodore 64 is so low you can add peripherals and still realize considerable economies compared with other systems.

If your needs include programming in PILOT, LOGO, BASIC or UCSD Pascal, the 64 can run them all. Plus hundreds of programs in CP/M* with the optional 280+ microprocessor.

What all this amounts to is that the software available for the 64 is virtually limitless.

VIDEO QUALITY THAT COMMANDS ATTENTION.
The 64 has exceptionally high video resolution, including 16 available colors, 3D Sprite graphics and a wide range of charts and graphs.

All of which combine to make the 64 as visually exciting a computer as you'll find anywhere.

And, while you might discourage it during school hours, the Commodore 64 will play an extensive assortment of game cartridges, besides running games which students can invent themselves.

SOUND TO TEACH OR ENTERTAIN.
The Commodore 64 has excellent sound effects in its game mode. As a music synthesizer, its sound is incredible.

It features a built-in ADSR (attack, decay, sustain, release) envelope, 3 voices (each with a 9-octave range) and 4 waveforms.

And it shows you your music note by note as you compose or play back, as well as being adaptable to playback through an audio system, so the whole class can hear what's going on.

SAVE NOW FOR A BETTER EDUCATION.
If you're looking to upgrade your present computers or buy computers for the first time, look long and hard at the Commodore 64.

Its combination of power, graphics, music and software makes it perfect for every application from junior highs to grad schools.

And its price makes it perfect, period.

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